

# Industry/University Collaboration in Software Engineering Education: Refreshing and Retuning Our Strategies

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# Panelists

- **Mikio Aoyama**  
Department of Software Engineering, Nanzan University, Japan
- **Matthew Bass**  
Institute for Software Research, Carnegie Mellon University,  
United States
- **Tim Lethbridge**  
University of Ottawa, Canada
- **Nancy Mead (Panel Chair)**  
Software Engineering Institute, Carnegie Mellon University,  
United States
- **Ana M. Moreno**  
Universidad Politécnica de Madrid (UPM), Spain

# Industry/University Collaboration



# Traditional Methods of Industry Participation

- Serving on industry advisory boards
- Making donations
- Encouraging employees to work with universities as adjunct faculty or guest lecturers
- Sponsoring and speaking at faculty development workshops
- Bestowing grants to help develop new degree programs
- Donating scholarships and summer internships to students in these programs
- Providing support for realistic capstone projects
- Modifying and updating employee position descriptions to raise the bar
- Creating an financed chair position

# New Realities

- Software engineering staff members change jobs often.
- Industry investment in software engineering education has become an expensive luxury.
- Some organizations that hire software engineering graduates have little actual interest in software engineering.
- Financial analysts are concerned with the next quarterly report more than with what might happen five years from now.
- We are now in a global economy; strategies for industry/university collaboration that work in one country or region may not work in another.



Let's Discuss

# Discussion Questions





# Today

Before giving your point of view please describe

- What kind of organization you come from
- What your role is
- How collaboration can support your objectives





# Discussion Questions

- Is industry/university collaboration viewed favorably by your organization/university?
- What are the real benefits for industry when they participate in such a collaboration?
- Can universities provide tangible benefits to industry?
- What does industry expect from such a collaboration?
- What do universities expect from such a collaboration?
- What challenges do universities need to face to make it easier to collaborate with industry?

# Contact Information

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